

Gremlin

Shop Talk

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Hustle Shuffles Off to UC Davis

Professor Dean Ryan is using GREMLIN's HUSTLE game to conduct an experiment involving intrinsic motivation at the University of California at Davis.

In his project hypothesis, Ryan suggests; "If an individual interprets a reward or money as "controlling," i.e., as buying his services, intrinsic motivation will be reduced. On the other hand if the reward is attributed to his good ability or competence, intrinsic motivation will be increased."

Using this hypothesis, Ryan gives the same reward (\$1.00) for playing HUSTLE, under one of four conditions. Subjects (UCD students) will be randomly assigned to one of these four conditions.

Present literature suggests that interest in play can be reduced by pay or other extrinsic rewards such as trophies, medals or ribbons, that interest in a child's academic work can be reduced by grades or even supervision, that interest in keeping their rooms straight may be lessened by pay or allowance, and even that professors' interest in their subject matter may be reduced by the pressures to be promoted or by increases in salary. Clearly these are interesting, controversial, and important questions that need further study.

Conclusions drawn from Ryan's study could be very interesting and have an intriguing effect on previous psychological studies in this field. New developments and progress reports of this study will follow in future issues of SHOP TALK.

GREMLIN Trio Plays Around The World

Once again, Captain Fantastic, (sales agent Malcolm Bains), and the "fantastic" GREMLIN Girls, Sabrina Osment and Michelle Anderson, will fascinate distributors and operators around the world with two new GREMLIN games.

Making their debut at exclusive parties hosted jointly by distributors and GREMLIN, are DEPTHCHARGE and TENPIN.

Showtime began September 16 as the curtain went up in Miami for the Florida Amusement and Merchandising Association (FAMA) convention. Captain Fantastic was thrilled with the response received from the sunshine state.

Philadelphia was the next stop on the GREMLIN tour where Eastern Music hosted an open house September 19. As always, GREMLIN games stole the show.

September 22 marked the beginning of GREMLIN's three week European tour. DEPTHCHARGE and TENPIN were

received with enthusiasm by audiences in France, Germany, England, and Sweden.

Last stop before the AMOA will be the National Automatic Merchandising Association (NAMA) convention in Chicago, October 13.

All will enjoy the shows and "playing around" with the GREMLIN Girls at the DEPTHCHARGE game. Certificates proclaiming, "I played around with the GREMLIN Girl and scored," are awarded to those who outscore the GREMLIN Girls. Bearers of these certificates will be eligible for a drawing to be held in the near future. Winner of the drawing will receive a weekend for two in Las Vegas, all expenses paid, PLUS \$1,000 worth of chips.

Following the AMOA show, the GREMLIN tour will proceed to New Orleans for the International Association of Amusement Parks and Attractions (IAAPA) convention on November 19.



Michelle Anderson will join veteran Gremlin Girl, Sabrina Osment for promotional trade shows throughout the United States and Europe

FRANK-LY . . .

Guest Editor: Gene Candelore

When I became General Manager of GREMLIN a few weeks ago I asked for the cooperation of each of you in meeting the challenges that lay before us. These challenges involved being able to accept changes that were necessary and will continue to become necessary almost on a weekly basis. I was very pleased when I saw the tremendous cooperation everyone here at GREMLIN was ready to give. Someone much wiser than I once said, "United we stand, divided we fall." This is true of our situation here at GREMLIN. Cooperation is the very heart of any successful company and without it that company will soon cease to exist. Many changes have been made recently and each one for a very good reason, the overall good of the company. Some changes were made for obvious reasons, while the reasoning behind others was not so obvious, but all were made after much forethought and consultation with employees at various levels within the company.

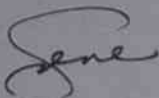
Within the area of Management, we have made several changes that will definitely add to the efficiency of our operation. Mr. Ray Foster has assumed the roll of Executive Head of the Accounting Areas as Vice-President, Finance, while Mr. Mourad Nicola, Chief Accountant, is Manager of the Accounting Department. Mr. Bob Mitchell has been appointed Materials Manager to head the Materials Handling, Inventory and

Production Control and Purchasing Departments on an Upper-Management level. I have the utmost confidence in the abilities of each of these men and know that they will do an excellent job in their new positions.

A Mail Room and Office Supply Stockroom has been located downstairs just west of the Lobby. Procedures have been established for a regular routine of mail handling and dispensing office supplies. I believe this new arrangement will better meet the needs of all departments within GREMLIN.

At the present time a Corporate Standard Procedures Manual is being compiled and will be distributed within the next two weeks. A copy will be placed in each department and information passed on to all employees by the Department Manager. A Project Handbook has also been written that will guide a new product through its planning stage to Production. These publications will enable us to coordinate our efforts and get the job done in a more timely and efficient manner.

In some cases change is difficult to accept, especially when the results cannot be seen right away, but we are making steady progress daily toward our goals. If we all continue to "stand united," and continue to display this spirit of cooperation we have seen during the past few weeks, GREMLIN will be a strong successful company and all of our jobs will be made much easier.



Gene Candelore
Vice President-General Manager



Perfection Pays paid Wade McClain of Quality Control a \$25 U.S. Savings Bond. Perfection Pays is the new name for the "zero defects" program outlined in a memo last month from Gene Candelore.

NOVAL Debut's 760

NOVAL, a sister corporation of GREMLIN Industries has introduced it's first product; the NOVAL 760 personal computer.

Based on the Z-80 microprocessor, the NOVAL 760 is a self-contained software development center. The 760 is available in an attractive and functional desk, complete with drawer space. Housed within the desk are four (4) main hardware devices: a 32 column line printer, a black and white display monitor, a keyboard, and a digital magnetic tape unit, which are used in conjunction with the 760. Two exclusive capabilities of the 760 are provided at low cost, the ability to create realistic figures on the screen, and the tools to develop and run user-written software.

The 760 user can utilize the system to write programs to: handle the household budget, store information such as recipes, or a personal diary. Games such as: Tic Tac Toe, Star Trek, or Othello can be written by the user. An educational math drills library of programs created for NOVAL'S TELEMATH (a learning tool developed for the San Diego City School District) are also available.

The user with some knowledge of electronics can (using I/O ports available) program the computer to control devices such as: burglar alarms, light switches, or sprinkler systems.

Small business' can benefit from the system when applications are written to store client and sales information, or to serve as bookkeeper.

Individual modules of the 760 can be purchased on an O.E.M. (Original Equipment Manufacturer) basis.

PERFECTION PAYS

Eleven CPR Grads

Eleven GREMLIN employees have been certified by the Red Cross to deliver cardio-pulmonary resuscitation aid to heart attack victims and others who experience heart and respiration failure. Jose Perarra, a Red Cross representative taught the class which was held in the GREMLIN cafeteria Monday and Tuesday, Sept. 12 and 13 at 7 p.m.

Recipients of CPR certificates were: Mike Gawarecki, Larry Woolley, Gayle Purdy, Jim Schneider, Gerry Hamilton, Ed Cooke, Vaughn Avakian, Gene Candelore, Nancy De Vincenzo, Paul Zuest and Mary Howell.

Racquetball Ladder

The Employee Recreation Fund has supplied a racquetball ladder for all employees who would like to compete.

To advance rank on the ladder, participants can challenge other players who precede them by up to three places. Challenge matches consist of the best of three games. The third and deciding game will be played to 11 points.

George Kiss is acting as ladder coordinator, all match results should be reported to him. Anyone who wishes to join the ladder can contact George at ext. 259.



Bill Dimopoulos, Randy Price, Brad Barnett, Denise Gonzales, Flo Weaver, Rochelle Jefferies, Estelita Dayacap, Mike Martin, Irene Straass, Ginger Noel, Janice Hayes, Janet Schneider, Terri Gill — missing is Shirley Tatum.

Getting To Know You . . .

The Electronic Assembly (P.C.) Department, located directly south of the lunch room, is vital to the production of all GREMLIN video and wall games.

Production Supervisor, Terri Gill, and 12 employees (including two group leaders) are responsible for the assemblage of all circuit boards, harness, and lamp boards.

As Production Supervisor, Terri gathers blue prints, bill of material lists, components and other necessary information and equipment required to complete an assembly. She then divides the blue prints and allocates the sections to be worked on by specific assembly areas. The blue prints and work materials are then given to the group leaders, who in turn distribute them to their assembly crews.

The group leaders, Estelita Dayacap and Janet Schneider, are held accountable to the Production Supervisor for the efficiency and workmanship standards of their areas.

The circuit board area, headed by Estelita, stuffs the circuit boards, (meaning all required components are inserted into the boards), and vacuum seals them. The boards are then soldered (either by hand, or sent out to be wave soldered) and placed in the game units.

Janet leads the lamp board and sub-assembly areas. Connectors and lamp sockets are fitted here for the "largest lamp board in the world."

The sub-assemblies which are completed in the Electronic Assembly Department are passed down to either the wall game or video area for final assembly.



Ginger assembling a power supply as group leader, Janet looks on.

GREMLIN Anniversaries

ONE YEAR

| | |
|----------------|------|
| Joyce Langsett | 9-8 |
| Lynne Reid | 9-20 |
| Danny Stewart | 9-28 |

TWO YEARS

| | |
|-------------|-----|
| George Kiss | 9-3 |
|-------------|-----|

THREE YEARS

| | |
|----------------|-----|
| Jerry Hamilton | 9-3 |
|----------------|-----|

FIVE YEARS

| | |
|---------------|------|
| Jeff Fogleman | 9-23 |
|---------------|------|

BIRTHDAYS

| | |
|--------------------|------|
| Mike Gawarecki | 9-7 |
| Dale A. Boris | 9-9 |
| Rochelle Jefferies | 9-10 |
| Mark Steele | 9-15 |
| Cathy Murphy | 9-18 |
| Diane Du Four | 9-21 |
| Wynema Breidenbach | 9-23 |
| Vaughn Avakian | 9-23 |
| Anna Iadevaia | 9-24 |
| Lynn Fogleman | 9-28 |

September Employee Management Lunch

The September Employee/Management luncheon was attended by: Cleone Pilone - Material Handling; Linda Browarski - Production Control; Estelita Dayacap - P.C. Assembly; Diane Du Four - Data Processing; Rochelle Jefferies - P.C. Assembly; Ken Le Blanc - Documentation; Alex McKay - Production Test; Ted Fitzpatrick - Engineering; Dennis Rutzen - Customer Service; Mike Nolin - Wall Games; Jerry Hansen - Administration; Gene Candelore - Administration; Frank Fogleman - Administration.



Estelita looks on as Rochelle begins soldering a circuit board.



Irene busy stuffing circuit board

Company Picnic Proved Delicious!

Over 200 GREMLIN employees, their families and friends turned out for the company picnic held Saturday, September 10 at Holiday Ranch in El Cajon.

The Employee Recreation Fund sponsored the picnic with monies collected from various fund-raising activities.

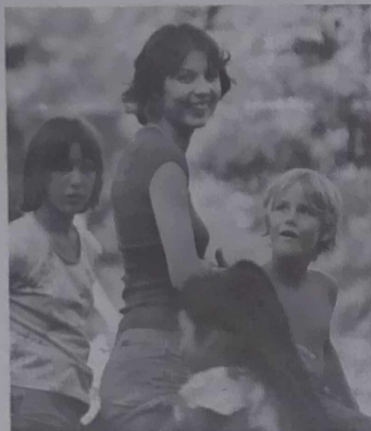
Supervisor of fun and games, Arnold Magruda kept the children busy as they competed in various game contests.

Terri Gill, Linda Ross and Gayle Purdy deserve special thanks for organizing and coordinating the picnic.

Gene Candelore maintained his pride as he out-shoed all in the horseshoe contest.

The "Under 40" team brutally defeated

the "Over 40" team in the volleyball match. Under 40's include: Vaughn Avakian, Bob Mitchell, John Cobb, Cathy Murphy, Jean Kirstein, Jon Colton and Tom Covey. Over 40's include: Gene Candelore, Ed Cooke, Frank Fogleman, Jerry Hanson, Larry Woolley, Dell Grimes, Emil Balagan and Mourad Nicola.



Photos By Bob Pecorarro and Bill Pivrotto.

Shop talk will not be published next month. GREMLIN NEWS will be distributed instead.

